Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 L-03 CIAE-00 EB-08 INR-07 LAB-04
NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /054 W
----------111732Z 025622 /41
P R 111700Z APR 77
FM AMEMBASSY MOSCOW
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 6122
AMEMBASSY VIENNA

UNCLAS MOSCOW 4888

FOR BEWT/TPD/THOMPSON AND ROBB

VIENNA FOR VONTILLIUS

EO 11652: NA
TAGS: BEXP UR
SUBJECT: MEOIZINSKAYA APPARATUR 77, TASHKENT, USSR CLOSING CABLE

REF: MOSCOW 4445

1. SUMMARY. THE USDOC CATALOGUE SHOW AT THE ABOVE EXHIBIT CLOSED ON SCHEDULE 1600 APRIL 11. DURING THE 12-DAY EVENT VISITS WERE MADE TO THE MINISTRY OF HEALTH, HOSPITALS OF TASH-KENT, AND THE TASHKENT MEDICAL INSTITUTE AND THE NEW "MEDICAL CITY" INCLUDING THE INSTITUTES OF CARDIOLOGY AND PATHOLOGY. THE INDUSTRY SPECIALISTS, DR. STANLEY SILLERBERG, GAVE THREE SUCCESSFUL LECTURES, THE FIRST WITH AN AUDIENCE OF 96, THE SECOND WITH AN AUDIENCE OF 343 AND THIRD - 186. ALSO DURING THE SHOW, DR. SILVERBERG DEMONSTRATED AN ECHOCARDIOGRAPHY INSTRUMENT MANUFACTURED BY ADVANCE TECHNOLOGY LABORATORIES (A U.S. FIRM) WHICH WAS BEING DISPLAYED ATHE EXHIBIT BY ATL'S EUROPEAN REPRESENTATIVE. END SUMMARY
1. PERTINENT DATA AS FOLLOWS:
A. CATALOGUE EXHIBIT/BDO, TASHKENT, USSR
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MARCH 31-APRIL 11, 1977
B. NUMBER OF PARTICIPANTS 85
C. EMTIMATED NUMBER OF VISITORS 10,000
OF WHICH SPECIALISTS 8,000
D. SUBSTANTIAL TRADE OPPORTUNITIES 35
E. ESTIMATED TOTAL FLOOR SALES $2.5 MILLION
(AS ESTIMATED BY U.S. EXHIBITORS NOT

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CONNECTED WITH BDO)
F. TOTAL EXHIBITORS (PHYSICALLY EXHIBITING) 42
OF WHICH WESTERN 40
OF WHICH U.S. 16
FGB 5
DENMARK 5
UNITED KINGDOM 4
FRANCE 3
SWITZERLAND 3
ITALY 2
SWEDEN 2
COMECON 2
OF WHICH GDR 1
CZECHOSLOVAKIA 1

2. COMMENTS BY U.S. EQUIPMENT EXHIBITORS WERE ALL POSITIVE, CONSENSUS BEING THAT THE MA 77 SHOW WAS A SUCCESS FOR THEM. BECKMAN REPRESENTATIVES REPORTED THAT OF THE EXHIBITS THEY HAVE BEEN TO OUTSIDE OF MOSCOW, THIS WAS THE MOST PRODUCTIVE ONE IN TERMS OF ANTICIPATED SALES AND NUMBER OF SPECIALISTS VISITING THE SHOW.

3. THE USDOC EXHIBIT RECEIVED AN ENORMOUS AMOUNT OF VISITORS AND INTEREST. THE CONCEPT WAS GENERALLY ACCEPTED AS AN EXCELLENT VEHICLE FOR EXPOSURE OF MANY U.S. COMPANIES AT ONE TIME.

4. DURING THE EXHIBIT MEETINGS WERE HELD WITH THE MINISTER OF HEALTH, THE DEAN OF THE TASHKENT MEDICAL INSTITUTE, DIRECTOR
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OF THE REPUBLIC HOSPITAL OF UZBEKISTAN, DIRECTOR OF THE INSTITUTE OF CARDIOLOGY AND DIRECTOR OF THE INSTITUTE OF PATHOLOGY. OTHER MINOR MEETINGS WERE ALSO HELD. IN ADDITION, THE TWO LECTURES GIVEN BY OUR INDUSTRY SPECIALIST DREW A TOTAL AUDIENCE OF 439 AND, BASED ON THIS, HE WAS ASKED BY THE DEAN OF THE MEDICAL INSTITUTE TO GIVE ANOTHER LECTURE; THIS TIME WITH AN AUDIENCE OF 186.

5. DETAILED REPORTS FOLLOW.
TOON

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NNN

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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